

Comparisons of Job Characteristics

Focus Occupation: [First-Line Supervisors of Retail Sales Workers \(41-1011\)](#)

Associated Occupation: [First-Line Supervisors of Non-Retail Sales Workers \(41-1012\)](#)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: First-Line Supervisors of Non-Retail Sales Workers (41-1012)

Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Sales and Marketing	5.2	17.9	14.0	<<	Extensive education and/or training may be required
Administration and Management	8.4	13.4	13.2	0	Current knowledge level may be sufficient
Economics and Accounting	4.4	13.3	7.2	<<	Extensive education and/or training may be required
Personnel and Human Resources	5.6	12.4	10.2	<	Expanded education and/or training may be required
Telecommunications	3.9	7.1	3.6	<<	Extensive education and/or training may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 96

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: First-Line Supervisors of Non-Retail Sales Workers (41-1012)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating		Evaluation of Focus Occupation
Monitoring	9.9	13.6	11.9	<	A higher skill level may be required
Social Perceptiveness	9.1	13.2	11.0	<	A higher skill level may be required
Instructing	7.8	12.6	9.9	<	A higher skill level may be required
Management of Personnel Resources	6.9	12.6	10.7	<	A higher skill level may be required
Time Management	8.9	12.5	10.3	<	A higher skill level may be required
Coordination	9.1	12.3	10.8	<	A higher skill level may be required
Persuasion	7.4	11.6	10.1	<	A higher skill level may be required

Systems Evaluation	6.4	11.6	8.1	<<	Extensive development of skills in this area may be required
Learning Strategies	7.2	11.4	8.9	<	A higher skill level may be required
Negotiation	6.8	11.4	9.9	<	A higher skill level may be required
Systems Analysis	6.5	10.5	8.4	<	A higher skill level may be required
Management of Financial Resources	3.3	8.1	8.1	0	Current skill level may be sufficient
Management of Material Resources	3.7	8.1	7.1	<	A higher skill level may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities		Similarity of Focus Occupation to Associated Occupation: 92			
Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)					
Associated Occupation: First-Line Supervisors of Non-Retail Sales Workers (41-1012)					
Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Oral Expression	12.4	15.0	12.6	<	Some improvement in abilities may be required
Speech Recognition	9.9	13.9	11.5	<	Some improvement in abilities may be required
Speech Clarity	10.2	12.3	10.7	<	Some improvement in abilities may be required
Fluency of Ideas	7.6	11.0	9.1	<	Some improvement in abilities may be required
Originality	7.6	10.7	8.5	<	Some improvement in abilities may be required
Number Facility	6.3	10.0	8.4	<	Some improvement in abilities may be required
Mathematical Reasoning	6.3	9.8	9.0	0	Current ability level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common		Similarity of Focus Occupation to Associated Occupation: 100
Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011) Associated Occupation: First-Line Supervisors of Non-Retail Sales Workers (41-1012)		
Work Activities	Exclusivity of Activity	
Access media advertising services	75	
Analyze sales activities or trends	74	
Assign work to staff or employees	30	
Conduct or attend staff meetings	47	
Conduct sales presentations	75	
Conduct training for personnel	30	

Consult with managerial or supervisory personnel	60
Develop advertising strategy	84
Develop budgets	56
Develop policies, procedures, methods, or standards	21
Dictate correspondence	85
Direct and coordinate activities of workers or staff	3
Evaluate information from employment interviews	72
Evaluate performance of employees or contract personnel	54
Explain rules, policies or regulations	48
Hire, discharge, transfer, or promote workers	47
Inventory stock to ensure adequate supplies	65
Investigate customer complaints	67
Maintain production or work records	19
Make presentations	13
Monitor worker performance	57
Order or purchase supplies, materials, or equipment	35
Oversee sales programs	89
Oversee work progress to verify safety or conformance to standards	49
Plan or organize work	51
Prepare rental or lease agreement	89
Prepare reports	8
Provide customer service	14
Publicize job openings	84
Purchase office equipment or furniture	89
Recommend improvements to work methods or procedures	64
Recommend personnel actions, such as promotions, transfers, and dismissals	72
Recommend purchase or repair of furnishings or equipment	78
Requisition stock, materials, supplies or equipment	54
Resolve customer or public complaints	54
Resolve or assist workers to resolve work problems	72
Select software for clerical activities	85
Use knowledge of written communication in sales work	69
Write advertising copy	87

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: n/a

Focus Occupation: First-Line Supervisors of Retail Sales Workers (41-1011)

Associated Occupation: First-Line Supervisors of Non-Retail Sales Workers (41-1012)

Tools and Technologies

Exclusivity

Tools and technology data is unavailable for one or both occupations.

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.